

# Summary of Changes

USMEPCOM Regulation 25-90, 9 June 2004  
Public Affairs  
Visual Information (VI)

This revision has no new policy. This revision—

- Reorganizes for clarity (throughout).
- Updates product list for audio equipment and support (par.2-3a(3)).
- Adds DOD requirement for HQ USMEPCOM to obtain a release from actors and other participants of video productions (par. 4-2b(2)).
- Updates references (app. A).
- Updates video productions list (app. B).

DEPARTMENT OF DEFENSE  
HEADQUARTERS, UNITED STATES MILITARY ENTRANCE PROCESSING COMMAND  
2834 GREEN BAY ROAD, NORTH CHICAGO, ILLINOIS 60064-3094

USMEPCOM Regulation  
No. 25-90

9 June 2004

**Effective date: 9 July 2004**

**Public Affairs  
VISUAL INFORMATION (VI)**

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DISTRIBUTION:  
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**Summary.** This regulation prescribes policies, procedures, and responsibilities for managing, maintaining, requesting, and producing visual information (VI) in the United States Military Entrance Processing Command (USMEPCOM). This regulation also describes VI products, equipment, and productions.

**Applicability.** This regulation applies to USMEPCOM personnel.

**Supplementation.** Supplementation of this regulation and establishment of forms other than USMEPCOM forms are prohibited without prior approval from Headquarters, United States Military Entrance Processing Command (HQ USMEPCOM), ATTN: MPA, 2834 Green Bay Road, North Chicago, Illinois 60064-3094.

**Management control process.** This regulation contains management control provisions, but does not identify key management controls that must be evaluated.

**Suggested improvements.** The proponent agency of this regulation is HQ USMEPCOM, Public Affairs Office (MPA). Users are invited to send comments and suggested improvements on Department of the Army (DA) Form 2028 (Recommended Changes to Publications and Blank Forms), or memorandum, to HQ USMEPCOM, ATTN: MPA, 2834 Green Bay Road, North Chicago, Illinois 60064-3094.

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## **Chapter 1 General**

### **1-1. Purpose**

This regulation establishes the policies, procedures, and responsibilities for managing visual information (VI) in the United States Military Entrance Processing Command (USMEPCOM). This regulation defines VI products and equipment used in USMEPCOM and instructs users on requesting VI support.

### **1-2. References**

References are listed in appendix A.

### **1-3. Explanation of abbreviations and terms**

Abbreviations and terms used in this regulation are explained in the glossary.

### **1-4. Responsibilities**

- a. The USMEPCOM Public Affairs Officer (PAO)—
  - (1) Is the designated USMEPCOM Visual Information Management Officer (VIMO).
  - (2) Manages and operates authorized VI activities.
  - (3) Validates and approves VI activities.
  - (4) Reviews VI-related equipment acquisitions ensuring equipment conforms to designated VI capabilities.
  - (5) Ensures lifecycle management of VI products.
  - (6) Assigns production approval number (PAN) registers for VI productions.
  - (7) Manages the assignment, coordination, and retention of visual information documentation (VIDOC).
  - (8) Coordinates and schedules the use of video teleconferencing (VTC) for Headquarters United States Military Entrance Processing Command (HQ USMEPCOM) directors/special staff.
- b. The Director, USMEPCOM Resource Management (MRM)—
  - (1) Reviews, validates, and processes purchase requests expenses for VI equipment and commercial off-the-shelf products.
  - (2) Reviews and validates VI requirements statements.
- c. The Command Judge Advocate (MJA) performs a legal review of VI productions to establish legal clearance, restrictions, or conditions.
- d. HQ USMEPCOM directors/special staff officers—
  - (1) Prepare and submit requests to HQ USMEPCOM (MPA) for VI products.
  - (2) Fund VI productions within their program areas, as appropriate.

(3) Provide a technical advisor (TA) when a VI production is being developed and produced on their subject area.

(4) Review VI productions produced for their directorates/special staff offices for outdated material and notify MPA for production recall, as appropriate.

(5) Schedule VTC calls through HQ USMEPCOM (MPA).

e. Sector commanders will—

(1) Prepare and submit requests to HQ USMEPCOM (MPA) for VI products.

(2) Review VI productions produced for their sectors and military entrance processing stations (MEPSs) for outdated material.

(3) Control and manage use of VI productions available to their sectors and MEPSs.

(4) Submit topics for proposed productions through the HQ USMEPCOM subject-matter directorate/special staff office to HQ USMEPCOM (MPA).

f. MEPS commanders will—

(1) Prepare and submit requests through their sector to HQ USMEPCOM (MPA) for VI products.

(2) Review VI productions produced for their MEPSs for outdated material.

(3) Control and manage use of VI productions available to their MEPSs.

(4) Submit proposed topics for VI production through their sector and HQ USMEPCOM subject-matter directorate/special staff office to HQ USMEPCOM (MPA).

## **Chapter 2**

### **VI Support**

#### **2-1. VI management**

The USMEPCOM PAO is the designated VIMO for USMEPCOM and provides services as the Command Visual Information Manager (VIM) by authority in Army Regulation (AR) 25-1, Army Information Management, and Department of the Army (DA) Pamphlet 25-91, Visual Information Procedures. The VIM provides management direction to authorized VI activities to ensure quality products and services, state-of-the-art equipment and systems, and overall operating efficiency.

#### **2-2. VI support**

HQ USMEPCOM directors/special staff officers and sector and MEPS commanders may request VI support from HQ USMEPCOM (MPA). VI support is available for—

- a. Purchase and/or use of VI equipment.
- b. Replacement, duplication, and/or use of VI productions.
- c. Purchase, lease, or rent productions from Government agencies, catalogs, or commercial vendors for subjects within the directorates/special staff offices purview and that do not address public affairs or training.

#### **2-3. Types of VI support**

**a. VI products and equipment.** VI products and equipment are produced by the graphics art department.

**(1) Graphic art.** Graphic art is the design, creation, and preparation of two- and three-dimensional visual products. Products include charts, graphs, posters, and visual materials for brochures, covers, television, motion pictures, printed publications, displays, presentations, and exhibits prepared manually, by machine, or by computer.

**(2) Still photography.** Still photography is producing, processing, and reproducing still picture films, prints, and transparencies. This includes electronic still video camera systems.

**(3) Audio.** Audio is recording, producing, reproducing, and distributing sound in support of an activity. Audio includes ambient sound, sound effects, aural amplification, other audio products, and the mastering on cassette, compact disk (CD), and digital video disc (DVD).

**(4) Presentation.** Presentation is scheduling and maintaining conference rooms and the supporting equipment, which may include providing public address systems, equipment use, self-help services, and projection services.

**b. VI productions.** VI productions are produced by the video/editing department.

**(1) Motion picture.** Motion picture consists of the technique of exposing, processing, and duplicating motion picture film. This includes briefings, news clips, operational documentation, filmed reports, and “stand-alone” segments with or without sound.

**(2) Television.** Television consists of the technique of producing and reproducing video recordings. This includes briefings, news clips, operational documentation, video reports, and “stand-alone” video segments with or without sound.

**(3) Library.** A VI library loans and maintains VI media and equipment. This authorization allows purchase, lease or rental, and accountability of off-the-shelf commercial VI productions for local use.

**(4) Video conferencing.** Video conferencing permits interaction among participants remote from one another, but linked by a telecommunications system. Capabilities may include two-way electronic audio and video communications between two or more locations, fully interactive audio and video, and two-way audio and one-way video.

**(5) VIDOC productions.** VIDOC is the use of motion media, still photography, and audio to record technical and non-technical events as they occur, and which are usually not controlled by the recording crew.

### **Chapter 3**

#### **VI Products and Equipment**

##### **3-1. Graphic art and still photography products**

HQ USMEPCOM (MPA) Visual Information/Graphic Art oversees the production of graphic art and still photography in support of USMEPCOM Public Affairs and internal/external Command presentations and briefings.

a. This VI support includes photojournalism, electronic journalism, and other VI media.

b. USMEPCOM elements may submit requests for graphic art and still photography support to HQ USMEPCOM (MPA) on DA Form 3903-R-E (Visual Information (VI) Work Order) to HQ USMEPCOM, MPA (ATTN: PAO Work Orders Clerk).

**Note:** Sectors and MEPSs will use their local visual information support center (VISC) or training support center (TSC) for VI support, when available.

##### **3-2. Audio and presentation equipment**

HQ USMEPCOM (MPA) manages audio and presentation equipment. USMEPCOM elements may request use and/or purchase of this equipment.

a. **Using equipment.** USMEPCOM elements may request use of audio and presentation equipment through MPA (see par. 3-3a for detailed instructions).

**Note:** If available, USMEPCOM elements will use their local VISC or TSC for presentation equipment.

b. **Purchasing equipment.** USMEPCOM elements may request a purchase of VI presentation equipment through HQ USMEPCOM (MPA).

##### **3-3. Presentation equipment**

a. **Using equipment.** USMEPCOM sector and MEPS commanders may request portable displays for change of command ceremonies, grand opening ceremonies, local or national conventions, or other public information uses. Submit requests, by memorandum, for audio set-up and use of presentation equipment to HQ USMEPCOM, MPA (ATTN: PAO Work Orders Clerk). Requests must contain the following information:

- (1) Name of requester and an alternate point of contact.
- (2) Name of directorate/special staff office, sector, or MEPS.
- (3) Phone number.
- (4) Request date.
- (5) Date required.
- (6) Location.
- (7) Services and equipment required, and the quantity.

b. **Purchasing equipment.** USMEPCOM sector and MEPS commanders may request a purchase of VI equipment.

(1) Equipment must conform to the designated VI capabilities of the requesting element and not exceed \$2,500. Final approval and processing of the purchasing request will be according to guidance in USMEPCOM Regulation 700-3 (Material Management and Supply Operations). If the request exceeds \$2,500, HQ USMEPCOM will submit the request for approval to the Army Visual Information Management Office (AVIMO).

(2) Prepare the request to purchase equipment, by memorandum, according to the requirements in USMEPCOM Regulation 700-3 (Material Management and Supply Operations). Send the request through the chain of command to HQ USMEPCOM (MPA).

(3) The PAO—

- (a) Reviews the request to ensure it is in compliance with regulatory requirements.
- (b) Returns the request to the proponent if it is not in compliance with regulatory requirements.
- (c) Forwards the approved request to HQ USMEPCOM, MRM.

(4) The Director, MRM, reviews the approved request and—

- (a) If MRM approved, provides information on purchasing the equipment to the requesting activity (copy to MPA). If needed, MRM forwards the request to the AVIMO for authorization.
- (b) If MRM disapproved, provides an explanation for the disapproval to the proponent (copy to MPA).

## **Chapter 4**

### **VI Productions**

#### **4-1. Motion picture and television**

HQ USMEPCOM (MPA) Video/Editing Department manages the duplication, replacement, procurement, and production of videos.

**a. USMEPCOM productions.** To ensure standardization and control of VI productions and to avoid duplication of resources, sectors and MEPSs are not authorized to develop and produce VI productions.

(1) Sector and MEPS commanders may submit topics for proposed VI production by 1 June of each fiscal year (see par. 4-2 for detailed instructions).

(2) The PAO will assign a PAN to USMEPCOM-produced video products.

**b. Lifecycle.** MPA manages the lifecycle of productions and distributes productions throughout the Command. Lifecycle includes—

(1) Approval for VI production requirements, script, and production assistance.

(2) Recall of obsolete productions (see par. 4-4 for detailed instructions).

**c. Reproduction of existing VI productions.** To replace USMEPCOM-produced VI productions, sector and MEPS personnel send requests on Department of Defense (DD) Form 1995 (Visual Information (VI) Production Request and Report) through their chain of command to HQ USMEPCOM, MPA (ATTN: PAO Work Orders Clerk). Provide the following information in the request:

(1) Address of sector or MEPS requesting the production.

(2) Production name.

(3) PAN.

**d. Commercial productions.** USMEPCOM elements may request a purchase, use, lease, or rental of pre-recorded off-the-shelf commercial VI productions from HQ USMEPCOM (MPA) (see par. 4-3 for detailed instructions).

#### **4-2. Proposed USMEPCOM VI productions**

**a. Submit a request.** HQ USMEPCOM directors/special staff officers may submit proposed topics for VI production. Submit request to HQ USMEPCOM, MPA (MPA) as follows:

**Note:** Sector and MEPS commanders may suggest topics for proposed VI productions to the subject-matter counterparts at HQ USMEPCOM.

(1) Complete and submit DD Form 1995.

(2) Submit an outline or rough draft of the script.

(3) Prepare and submit a completed distribution plan for the final production identifying number of copies, format (i.e., 1/2-inch and/or 3/4-inch), and addresses of end users.

**b. Approval.**

(1) The PAO reviews and evaluates the request to determine effectiveness and appropriateness of media selection and ensures script is finalized.

(2) HQ USMEPCOM (MPA) will obtain releases from actors and people in the video production using DD Forms 2830 (General Talent Release), 2831 (General Release Where Talent Fee or Other Remuneration or Recompense Accrues to the Participant), 2832 (Release Granting the U.S. Government Permission to Photograph or Otherwise Record the Visual Image or Sound of Private Property), and 2833 (Release Granting the U.S. Government Permission to Record and Reproduce Program Material Transmitted by Educational or Commercial Broadcast Stations), as appropriate.

**c. TA duties.** If the request is validated for production, the directors/special staff office TA will—

- (1) Assist with developing the technical content of the script.
- (2) Coordinate approval of the script with appropriate agencies and approval levels before production.
- (3) Be on-site at preproduction meetings, production locations, and editing sessions.
- (4) Coordinate and obtain props and other materials necessary for the technical accuracy of the production.
- (5) Approve any cost increases that may occur during the production process.
- (6) Coordinate final approval of the production with MPA and with appropriate agencies and approval levels before reproduction and distribution.
- (7) Prepare appropriate correspondence to the field announcing the production release.

**d. HQ USMEPCOM production funding.**

**(1) Training productions.** The Human Resources Directorate, MHR, Training Division, will fund training VI productions.

**(2) Subject-specific productions.** HQ USMEPCOM directorates and special staff offices will fund their subject-specific productions (e.g., Computerized Adaptive Testing - Armed Services Vocational Aptitude Battery (CAT-ASVAB), HIV Testing).

**4-3. Commercial productions**

USMEPCOM commanders may request a purchase, use, lease, or rental of pre-recorded, off-the-shelf VI products from a commercial vendor.

**a. For purchase, lease, or rental.** Submit requests on DD Form 1995 to HQ USMEPCOM, MPA, (ATTN: PAO Work Orders Clerk). MPA may approve requests not exceeding a total cost of \$2,500. If the request exceeds \$2,500, HQ USMEPCOM will submit the request for approval to the AVIMO.

- (1) Include the following information with the request:
  - (a) Cost.

- (b) A brochure or other descriptive data on the production.
  - (c) A copy of the proposed purchasing, leasing, or rental agreement.
  - (d) A single source justification when only a single source of procurement is identified.
- (2) The Director, MRM, will review the request to approve/disapprove the purchase, rental, or lease.
- (a) If the approved request is within HQ USMEPCOM authorization, MRM will provide information for procurement of the production to the requesting activity and copy-furnish MPA.
  - (b) If the approved request needs authorization from the AVIMO, MRM will forward the request. If approved by the AVIMO, MRM will provide information for procurement of the production to the requesting activity and copy-furnish MPA.
  - (c) If disapproved, MRM will provide the explanation for the disapproval to the proponent and copy-furnish MPA.
- (3). The VIMO will assign a PAN or PIN, as appropriate, to the product. The VIMO will also input this data into the Defense Automated Visual Information System before distribution to the proponent.

**b. For use.** Directors/special staff officers and sector and MEPS commanders may check out a VI production from a VISC or TSC.

#### **4-4. Recalling VI productions**

USMEPCOM elements may request a recall of obsolete USMEPCOM VI productions.

a. Before recalling a USMEPCOM VI production, directors and special staff officers and sector and MEPS commanders must provide the following information to MPA:

- (1) Name and PAN or PIN of the production.
- (2) The reason for recall.

b. The PAO will announce the recall to the Command and provide disposition instructions.

#### **4-5. Library**

VI libraries are a consolidation of existing productions in one area for the purpose of management and control; these libraries do not require new resources or space. Sector and MEPS commanders will use USMEPCOM Form 25-90-1-R-E (Visual Information (VI) Log) to manage their VI production libraries. Maintain USMEPCOM Form 25-90-1-R-E under file number 25-1gg; disposition: KE6. Event is when no longer needed for conducting business (business process required a minimum 2-year retention). Keep in current file until event occurs, then destroy.

**a. Current productions.** Sectors and MEPSs will maintain VI productions as part of their VI libraries. Each sector and MEPS will review their library annually to identify missing and/or damaged VI productions. A suggested list of videos for sectors and MEPSs is at appendix B.

**b. Historical productions.**

(1) Sectors and MEPSs may submit an obsolete VI production to HQ USMEPCOM (MPA) for consideration as a historical production. The production should accurately reflect past USMEPCOM events that would be considered historically significant.

(2) Before exhibiting or using historical VI productions, the exhibitor will add a disclaimer to inform the audience that the production does not reflect current USMEPCOM doctrine, policy, or procedures.

**4-6. VIDOC productions**

USMEPCOM elements may request Operational Documentation (OPDOC) VIDOC, by memorandum, through HQ USMEPCOM (MPA). MPA reviews and evaluates the request and coordinates with the local VISC or TSC for the appropriate support.

a. HQ USMEPCOM assigns a visual information record identification number (VIRIN) to the product after completion of the documentation process.

b. Sectors and MEPSs will store an original production locally at the VISC or TSC and send copy to HQ USMEPCOM (MPA).

**4-7. Video teleconferencing**

a. Video teleconferencing is available for HQ USMEPCOM. Directors/special staff officers—

(1) Submit requests on USMEPCOM Form 25-90-2-R-E (Request for Video Teleconferencing (VTC) Call) to the PAO Work Orders Clerk.

(2) Are responsible for costs associated with VTC use.

(3) Ensure the visual and audio content is in good taste and does not violate security copyright or invasion of privacy directives.

b. A recording of each conference will be maintained by the lead VTC activity for 30 days. Recording of the conference will be announced in advance of the proceeding.

c. Video teleconferencing is also available for Eastern Sector because of its collocation with HQ USMEPCOM.

## **Appendix A**

### **References**

Except where otherwise indicated below, the following publications and forms are available on their service or agency Web sites:

Department of Defense (<http://www.defenselink.mil/pubs>)

Army (<http://www.usapa.army.mil>)

Marine Corps (<http://www.usmc.mil/marinelink/ind.nsf/publications>)

Navy (<http://www.neds.nebt.daps.mil>)

Air Force (<http://afpubs.hq.af.mil>)

Coast Guard (<http://www.uscg.mil/hq/g-wk/g-wkh/g-wkh-1/pubs/pubs.direct.htm>)

USMEPCOM (MEPNET (<https://mepnet.mepcom.army.mil>) or Web (<http://www.mepcom.army.mil>))

GSA and Standard Forms

[http://www.gsa.gov/Portal/content/offerings\\_content.jsp?contentOID=116369&contentType=1004](http://www.gsa.gov/Portal/content/offerings_content.jsp?contentOID=116369&contentType=1004)

**Section I** (The publications needed to comply with this publication.)

#### ***Required Publications***

#### **USMEPCOM Regulation 700-3**

Material Management and Supply Operations. Cited in paragraphs 3-3b (1) and (2).

**Section II** (These publications are merely a source of additional information. Users may read them to better understand the subject, but do not have to read them to comply with this publication.)

#### ***Related Publications***

#### **AR 5-9**

Area Support Responsibilities

#### **AR 25-1**

Army Information Management

#### **AR 360-1**

The Army Public Affairs Program

#### **DA Pamphlet 25-91**

Visual Information Procedures

**Section III** (The forms needed to comply with this publication.)

#### ***Required Forms***

#### **DA Form 3903-R-E**

Visual Information (VI) Work Order. Cited in paragraph 3-1b.

#### **DD Form 1995**

Visual Information (VI) Production Request and Report. Cited in paragraphs 4-1c, 4-2a(1), and 4-3a.

#### **DD Form 2830**

General Talent Release. Cited in paragraph 4-2b(2).

#### **DD Form 2831**

General Release Where Talent Fee or Other Remuneration or Recompense Accrues to the Participant). Cited in paragraph 4-2b(2).

**DD Form 2832**

Release Granting the U.S. Government Permission to Photograph or Otherwise Record the Visual Image or Sound of Private Property). Cited in paragraph 4-2b(2).

**DD Form 2833**

Release Granting the U.S. Government Permission to Record and Reproduce Program Material Transmitted by Educational or Commercial Broadcast Stations. Cited in paragraph 4-2b(2).

**Section IV** (The forms prescribed by this publication. Users must use the forms to comply with this  
**Prescribed Forms** publication.)

**USMEPCOM Form 25-90-1-R-E**

Visual Information (VI) Log. Cited in paragraph 4-5.

**USMEPCOM Form 25-90-2-R-E**

Request for Video Teleconferencing (VTC) Call. Cited in paragraph 4-7a(1).

**Section V** (The file numbers this publication prescribes the user to file specific documents under.)  
**Prescribed File Numbers**

**25-1gg**

Visual information library. Cited in paragraph 4-5.

**Appendix B**  
**HQ USMEPCOM Production Listing**

*Section I*  
*General*

**B-1. Reception Station MEPS Orientation**

An explanation of USMEPCOM and MEPS processing designed especially for reception stations.

Target Audience: Reception stations.  
PAN: 921-171-5664/AO515-86-0207  
Production Date: May 1986  
Running Time: 24:35

**B-2. Orthopedic/Neurologic Screening Examination**

This production describes the keys to successfully conducting an orthopedic/neurologic examination, along with what the maneuvers are designed to detect. In addition, the production shows how an actual exam should be conducted and what must be observed.

Target Audience: Chief medical officers (CMOs).  
PAN: A3301-89-001  
Production Date: January 1997  
Running Time: 20:00

**B-3. Military Entrance Processing Strength Capacity Test (MEPSCAT/Air Force Strength Aptitude Test)**

Discusses the safe and correct procedures for administering these tests for Army and Air Force applicants. The production describes the incremental lift device on which tests are performed, preparatory measures, and the rules of safety when conducting the tests. Finally, an actual examination is shown that highlights the correct procedures.

Target Audience: Medical technicians, medical noncommissioned officers in charge, and CMOs.  
PAN: AO515-89-0243  
Production Date: August 1989  
Running Time: 22:00

**B-4. Recruiter Orientation - Working Together for a Quality Force**

This production was designed to orientate new recruiters to the MEPS processing procedures. The production discusses each step in MEPS processing and how recruiters can prepare their applicants for processing. In addition, a section explains some of the myths held about MEPS processing and balances them with realities.

Target Audience: New recruiters  
PIN: AO515-90-0047/708712DA  
Production Date: January 1990  
Running Time: 27:02

***Section II***  
***In-House Productions***

**B-5. HQ USMEPCOM Colors**

Provides a visual of the five services while the National Anthem and the individual service songs are being played.

Target Audience: USMEPCOM personnel, applicants, and their families.

PAN: A330-04-0016

Production Date: May 2004 (Updated periodically)

Running Time: 5:34

**B-6. Ortho Neuro Training for Technicians/Applicants**

Discusses and demonstrates how a proper physical examination should be given. This production is intended for technical medical personnel and/or applicants to understand what is performed in the physical examination. It provides useful insights for the technicians and staff officers in quality control efforts.

Target Audience: Technicians and MEPS applicants.

PAN: A330-99-0003 and A330-99-0004 (Part 1 and 2)

Production Date: January 1997

Running Time: 11:00

**B-7. Procedures for Administering a Breath Alcohol Test (BAT) Using the Alco-Senso III**

This production demonstrates how to properly administer a BAT. It also describes the functions and operating procedures for the breath alcohol analyzer (the Alco-Sensor III) and equipment used for calibration.

Target Audience: Medical technicians.

PAN: A3301-90-0001

Production Date: May 1988

Running Time: 27:00

***Section III***  
***Procured Productions***

**B-8. Proper Techniques for Use in Measuring Body Fat Composition**

Explains the proper procedures in measuring body fat for male and female Navy applicants.

Target Audience: Medical technicians, medical NCOICs, and CMOs.

PIN: 804558DN

Production Date: 1988

Running Time: 4:00

**B-9. A day at the MEPS**

Explains a day at the MEPS for the applicant and his or her family, to be used by the recruiter.

Target Audience: Applicants

PIN: 505482

Production Date: 1998

Running Time: 16:25 minutes

**Glossary**

***Section I***  
***Abbreviations***

**AR**  
Army regulation

**AVIMO**  
Army Visual Information Management Office

**BAT**  
breath alcohol test

**CMO**  
chief medical officer

**DA**  
Department of the Army

**DD/DOD**  
Department of Defense

**HQ USMEPCOM**  
Headquarters, United States Military Entrance Processing Command

**MEPS**  
military entrance processing station

**NCOIC**  
noncommissioned officer in charge

**OPDOC**  
operational documentation

**PAN**  
production approval number

**PAO**  
public affairs office(r)

**PIN**  
production identification number

**TA**  
technical advisor

**TSC**  
training support center

**USMEPCOM**  
United States Military Entrance Processing Command

**VI**  
visual information

**VIDOC**  
visual information documentation

**VIM**  
visual information manager

**VIMO**  
visual information management office/officer

**VIRIN**  
visual information record identification number

**VISC**  
visual information support center

**VTC**  
video teleconferencing

***Section II***  
***Terms***

**audio**  
Audio is recording, producing, reproducing, and distributing sound in support of an activity. This includes ambient sound, sound effects, aural amplification, and other audio products.

**Defense Automated Visual Information System**  
A standard DOD-wide automated processing system for VI management purposes at DOD component and major command levels.

**graphic art**  
Graphic art is the design, creation, and preparation of two- and three-dimensional visual products. This includes charts, graphs, posters, and visual materials for brochures, covers, television, motion pictures, printed publications, displays, presentations, and exhibits prepared manually, by machine, or by computer.

**motion picture**  
Motion picture consists of the technique of exposing, processing, and duplicating motion picture film. This includes briefings, news clips, operational documentation, filmed reports, and “stand-alone” segments with or without sound.

**operational documentation**  
Visual information documentation of activities to convey information about people, places, and things.

**presentation**  
Presentation is scheduling and maintaining conference rooms and their supporting equipment. Also may include providing public address systems, equipment use, self-help services, and projection services.

**production approval number**

The VIMO-assigned identification number assigned to each activity that provides products, functions, or services - fiscal year - and production number (e.g., A001-90-0001).

**production identification number**

The AVIMO-assigned number used to identify VI productions.

**public information (PI)**

External - provides for the release of unclassified information about the Command and its members to the public/media.

**still photography**

Still photography is producing, processing, and reproducing still picture films, prints, and transparencies. This includes electronic still video camera systems.

**technical advisor**

The technical advisor serves as the subject-matter expert designated by the requesting organization, to ensure technical accuracy of the information contained in the script and the production.

**television**

Television consists of the technique of producing and reproducing video recordings,. This includes briefings, news clips, operational documentation, video reports, and “stand-alone” video segments with or without sound.

**video**

Electronic recording and playback of imagery.

**video teleconferencing**

Video teleconferencing permits interaction among participants remote from one another, but linked by a telecommunications system. Capabilities may include two-way electronic audio and video communications between two or more locations, fully interactive audio and video, and two-way audio and one-way video.

**visual information (VI)**

Use of one or more various visual media with or without sound. Generally speaking, VI includes still photography, motion picture photography, video and audio recording, graphic arts, visual aids, models, display, visual presentation services, and processes that support them.

**visual information (VI) activity**

A visual information activity is an organizational element or a function within an organization in which one or more individuals are classified as VI or whose principal responsibility is to provide VI services.

**visual information documentation (VIDOC)**

VIDOC is the use of motion media, still photography, and audio to record technical and non-technical events as they occur, and which are usually not controlled by the recording crew.

**visual information (VI) library**

A VI library loans and maintains VI media and equipment. This authorization allows purchase, lease, or rental and accountability of off-the-shelf commercial VI productions for local use.

**VI management officer/office (VIMO)**

The VIMO serves as functional proponent for visual information. Provides VI plans, strategy, programming, policy, architecture, and standards support. Also provides VI direction, guidance, policy, and procedures for the Command.

**VI manager (VIM)**

The VIM is the individual who develops and manages the implementation of policies and procedures for the VI functions or production, documentation, reproduction, distribution, and related technical services.

**VI production**

The process of or product of combining or arranging any separate audio or visual product(s) in continuity in a self-contained, complete presentation developed according to a plan or script for the purpose of conveying information to, or communicating with, an audience. A production is also the end item of the production process. Used collectively, VI production refers to the functions of procurement, production or adoption from all sources, such as in-house or contract production, off-the-shelf purchases or adoption from another Federal agency.

**VI products**

VI media such as motion pictures and still photographs (photographs, transparencies, slides, and film strips), audio and video recordings (tape or disc), graphic arts (including computer-generated products), models, and exhibits.

**VI Record Identification Number (VIRIN)**

A number assigned to all nonproduction media to include OPDOC. The VIRIN is made up of the an identification number assigned to each activity that provides products, functions, or services - media type - fiscal year - unit sequential number - security classification. HQ USMEPCOM (MPA) will provide this number.

**VI services**

Those actions that result in obtaining a VI product, support the preparation of a completed VI production, support existing VI products, and use existing VI products, equipment, maintenance, and activities to support other functions.

**VI support center**

The VI activity that provides general support to all installations, bases, facilities or site organizations, or activities.